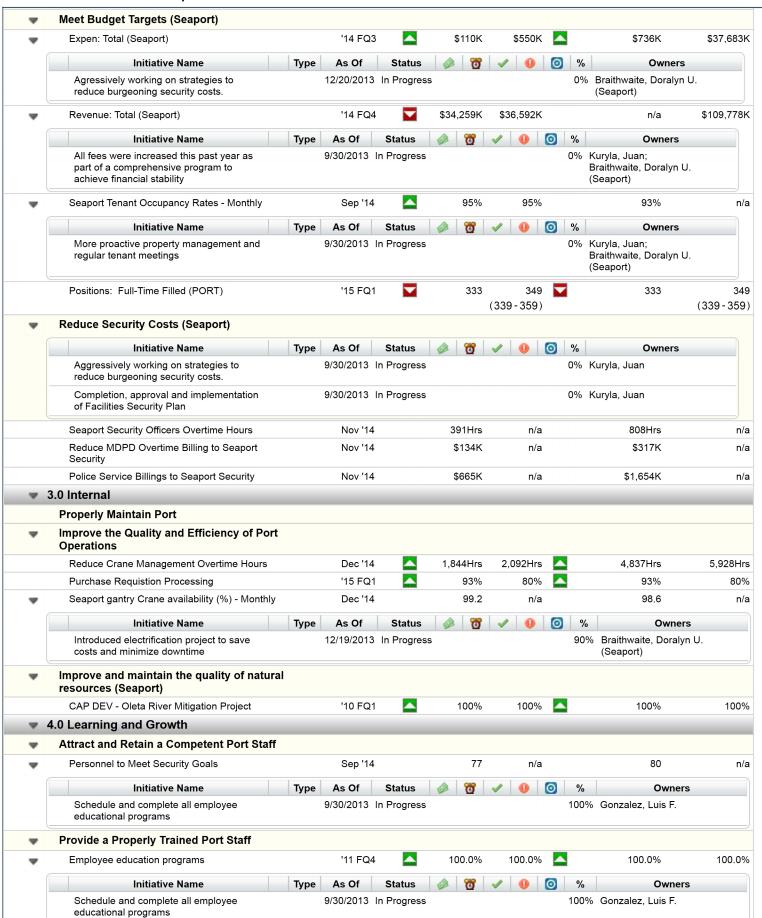
Information Name: Port of Miami - Seaport Description: Domain: Seaport Owners: Braithwaite, Doralyn U. (Seaport); Kuryla, Juan **Details** As Of FYTD Actual Actual Target FYTD Target 1.0 Customer Attract New Customers (Seaport) 73,513 72,920 TEUs (Twenty Foot Equivalent Units) Nov '14 150,492 145,840 Seaport Cargo Tonnage - Monthly Nov '14 647.341 637.100 1,320,446 1,274,200 **Initiative Name** Type As Of **Status** 0 % **Owners** On going marketing intiatives with 12/19/2013 In Progress 0% Kuryla, Juan; interested cruise lines and volume Braithwaite, Doralyn U. incentive discussions (Seaport) Promote Seaport Importance through Kuryla, Juan; 12/19/2013 In Progress advertising, monthly Port Partner Braithwaite, Doralyn U. meetings, participation in cruise and cargo (Seaport) trade shows Number of Cruise Passengers - Monthly Nov '14 496.966 491,426 833.815 830,123 **Initiative Name** As Of **Status** % Туре 0 **Owners** Promote Seaport Importance through 12/19/2013 In Progress 0% Kuryla, Juan; Braithwaite, Doralyn U. advertising, monthly Port Partner meetings, participation in cruise and cargo (Seaport) trade shows Improve Customer Satisfaction (Seaport) **Customer Satisfaction Survey** '15 FQ1 74% n/a 74% n/a **Improve Port Partner Satisfaction** Permit Mail Out Success '15 FO1 95.0% 100.0% 100.0% 95.0% 2.0 Financial Increase Cargo Revenue Total Cargo Revenue - Monthly Nov '14 \$3,141K \$2,708K \$6,041K \$5,417K **Initiative Name** Type As Of **Status** % Owners Promote Seaport Importance through 12/19/2013 In Progress 0% Kuryla, Juan; advertising, monthly Port Partner Braithwaite, Doralyn U. meetings, participation in cruise and cargo (Seaport) trade shows Volume incentive programs for large 12/19/2013 In Progress 0% Kuryla, Juan; customers. New business programs are Braithwaite, Doralyn U. negotiated for new services. (Seaport) Increase Passenger Revenue Nov '14 \$6,020K Total Seaport Passenger Revenue - Monthly \$6 773K \$11,636K \$10,186K **Initiative Name** Type As Of **Status O** % **Owners** Visit corporate headquarters of largest 9/30/2013 In Progress Kuryla, Juan; Johnson, Bill; 0% Braithwaite, Doralyn U. potential customers (Seaport) On going marketing intiatives with 12/19/2013 In Progress 0% Kuryla, Juan; Braithwaite, Doralyn U. interested cruise lines and volume incentive discussions (Seaport) 0% Kuryla, Juan; Promote Seaport Importance through 12/19/2013 In Progress advertising, monthly Port Partner Braithwaite, Doralyn U. meetings, participation in cruise and cargo (Seaport) Volume incentive programs for large 12/19/2013 In Progress 0% Kuryla, Juan; customers. New business programs are Braithwaite, Doralyn U. negotiated for new services. (Seaport)

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